

Facebook Ad Guidelines

There's a lot of different types of Facebook Ads! And the design specs are always changing. If you want to know what size images or videos to use for each type of Facebook ad, or how much text you have to play with, you're in the right place.

Image Ads

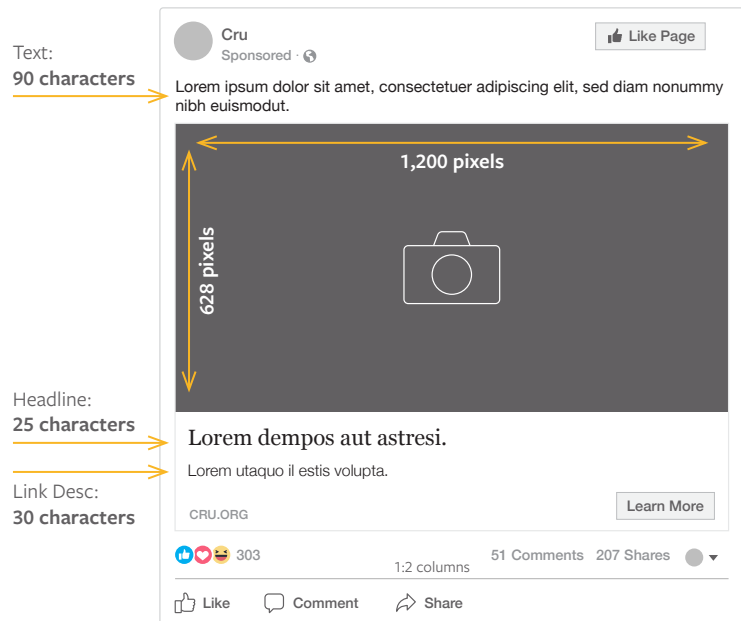
The single image ad type is one of the most versatile types of ad, as you can use this ad type with every objective except for video views.

Image Specs

- Image size: 1,200 x 628 pixels

Copy

- Text: 90 characters
- Headline: 25 characters
- Link description: 30 characters

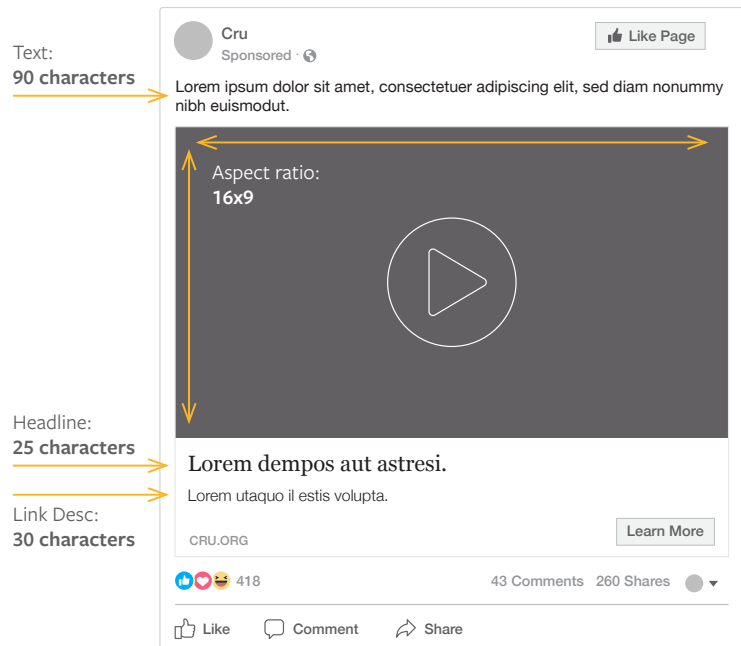


Video Ads

This ad type is amazing because it lets you use video to tell an even more engaging story with your content. You can run video ads with every objective except for product catalog promotion.

Video Specs

- Format: .MOV or .MP4 files are ideal
- Aspect ratio of 16:9
- Resolution: at least 720p
- File size: 2.3 GB max
- Facebook length: 120 minutes max
- Instagram length: 60 seconds max
- Thumbnail image size: 1,200 x 675 px
- Thumbnail image ratio: Should match the aspect ratio of your video
- Closed caption length text: Text only, max 2,200 characters
- For Instagram, videos need to be 60 seconds or less



Copy

- Text: 90 characters
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- Link description: 30 characters